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ENGLAND FRETS OVER FIRESTONE RUBBER PROJECT

British Dailies Try to Point Out Futility Of Scheme

NEW YORK, Nov. 9.—English papers just received comment at length on the Harvey Firestone project for the cultivation of rubber in Liberia. The comments range from snorts of derision to calm attempts to analyze the situation on its merits, always with an eye to the fate of British rubber production in the Far East.

Reading between the lines one can gather that intelligent Britons are fervently wishing that the Stephenson restriction act had never been passed and that they never again will make a similar experiment in repressive legislation.

THE STAR writes: "The Firestone project has not created any of this side. British rubber is not frightened by this threatened competition. In any event we should imagine that Mr. Firestone will require a reasonable return on the vast expenditure which he proposes to incur. But it will be interesting to see how Mr. Firestone's Liberian plantations are treated by the aborigines who inhabit the interior forests. The authority of the civilized negro government of the republic only extends a few miles from the coast and the Liberian army has no intention of fighting the 'bush nigger.' Perhaps the United States army will police Liberia as it does the republic of Panama."

THE MORNING POST points out that "for many years past the principal, or at any rate the most picturesque, business of Liberia—the future site of America's 'rubber empire'—has been the sale of postage stamps. . . . There are two points of view from which the [Firestone] news may be considered—the industrial and the political."

"As to the industrial, those who know conditions in tropical Africa are surprised to learn of a proportion of one white to every ten Africans. Such a proportion is utterly unknown in other West Coast enterprises. When it is stated that the proposed force of 30,000 Americans will very far exceed the total European population of the four British dependencies of the Gambia, Sierra Leone, Gold Coast and Nigeria, with the British Mandate territories of Togo and Cameroon added, this surprise will be better understood. It is certain that no British enterprise would contemplate such a proportion for a moment."

"Consideration of the political possibilities is even more interesting. It is not many years ago since the West Coast of Africa was the cause of a serious international situation. If the present scheme is carried out on the scale proposed—a point upon which some skepticism exists—it is at least conceivable that a situation will arise which will need to be watched very carefully by the European powers ultimately responsible for affairs in West Africa, the most important of which powers are, of course, Great Britain and France."

Motor Truck Industries To Meet Tomorrow

Washington, D. C., Nov. 9.—An important meeting of Motor Truck Industries, inc., will be held under government auspices at the Department of Commerce here Wednesday and Thursday. Representatives of the leading truck and parts manufacturers are on their way to Washington. During the meeting reports will be received from the standardization committees on engines, axles, springs, etc.

BUICK OCTOBER RECORD CHEERING

Shatters "Saturation" Point Bogey, According to Bassett

Special from A. D. N. Detroit Bureau
Detroit, Nov. 9.—H. H. Bassett, president and general manager Buick Motor Company, feels confident that the so-called saturation point in the automotive industry is still in the distance.

In his opinion he is fortified by the figures of Buick production, which has been breaking records for several weeks past.

"During October, this year," says Mr. Bassett, "more Buicks were sold than in any other month in the company's history. This fact is the more noteworthy because the record was made in a month when there is usually a general slackening of business all over the country."

"Approximately 23,000 Buick cars were shipped from the factories in October; more than 21,000 of these have been delivered to individual owners and the remainder have been sold and will be delivered as soon as they can reach their destinations."

"In the Detroit district, which includes Wayne county, Buick has consistently led all other makes of cars, except Ford and Chevrolet, for three months. In the month of October, 799 Buicks were sold and delivered in Wayne county. This number was exceeded by Ford only."

"This steady and continuous growth by this one company can be taken as ample proof that the automotive industry has not yet reached its peak; that the saturation point exists in nightmare form only, and that the industry will continue its expansion."

Firestone Mill at Fall River Grows

Fall River, Mass., Nov. 9 (U. T. P. S.).—Coincident with the news from Hudson that the Firestone-Apsley plant there is scheduled to undergo a \$500,000 expansion program, comes the announcement that Harvey S. Firestone has approved the expenditure of \$250,000 and the taking on of about 300 additional workmen by the Firestone cotton mills at Fall River, a subsidiary of the Firestone Tire and Rubber Company. The extra quarter million outlay, it was announced, will be expended for new equipment expected to be in operation the first few weeks in January, and to effect an increase in production of 20 per cent.

The announcement of the expansion program for the two mills was made here by Harvey S. Firestone, who was on a personal inspection trip. He was accompanied by Vice-President J. W. Thomas and Chief Engineer C. A. Myers.

NEW ENGLAND DELEGATION. Photograph below shows New England's delegation to the A. E. A. Show in Chicago. The picture was taken by an Automotive Daily News photographer at the Pennsylvania Station as the special train passed through New York.



Detroit Trust Company Sues Dodge Heirs

Special from A. D. N. Detroit Bureau
Detroit, Nov. 9.—A friendly suit has been started by the Detroit Trust Company, trustee for the estate of the late John F. Dodge against eleven legatees of the estate. The purpose of the suit is to determine whether or not \$16,000,000 accruing to the estate, as the result of the declaration of a 160 per cent. dividend by the Dodge Brothers Motor Car Company should be considered as income or principal of the estate.

U. S. Pan-American Delegates Return

New York, Nov. 9.—Latin America is on the eve of a vast highway program."

Thus spoke H. H. Rice of Detroit, chairman of the United States delegation to the Pan-American Congress of Highways at Buenos Aires, upon the return of the American mission to New York today from its South American tour.

The delegation gained this impression, Mr. Rice told the Automotive Daily News, as a result of conference and first-hand inspection of road development being carried on in the six nations visited during the South American trip.

"Our delegation was received by President Bernardes of Brazil," said Mr. Rice, "who declared that highways are essential to the development of his country."

"It is only a question of roads, and motor imports in all of the countries will increase rapidly," was Mr. Rice's optimistic message to American manufacturers and exporters.

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WAR EXCISE TAX FIGHT STILL ON

Opposition Still Lingers To Repeal on Passenger Cars

Special from A. D. N. Washington Bureau
Washington, D. C., Nov. 9.—

The allied automotive interests of the country fighting for complete repeal of the war excise tax on passenger cars, trucks and accessories must take their battle to the floor of the House of Representatives and later before the Senate Finance Committee.

Members of the House Ways and Means Committee, it was learned today, are opposed to repeal of the 5 per cent. tax on passenger cars, but hold out hope of reducing the levy to 3 per cent. in the forthcoming revenue bill.

As it is a foregone conclusion that the measure will provide for a total reduction of about \$350,000,000, instead of \$300,000,000, which Secretary of the Treasury Mellon recommended, the available surplus will not be enough to afford the motor car owners the maximum relief desired, it was pointed out today.

The tax on passenger cars nets the treasury about \$90,000,000 annually and with the close to \$200,000,000 already consumed in the slash on personal incomes and a score of other industries clamoring for relief, the problem of the committee, it was explained by Chairman Green, is to distribute the relief as generally as possible.

The suggestion of Secretary Mellon when he appeared at the opening day's hearing of the committee that the levy on trucks, accessories and parts, which yields \$35,000,000 be repealed, will be incorporated in the draft of the new bill, it is understood.

In all likelihood, the House committee will have the whole bill completed by Thanksgiving Day, with the prospects of the House pushing the measure through before the Christmas holidays.

At that rate it is considered likely that the Senate Finance Committee to which the measure will be referred will begin hearings about the middle of January.

FLINT MOTOR EXPORTS

Flint, Mich., Nov. 9.—An increase of 150 per cent. in the export business of the Flint Motor Company, this year, over last year, was announced by W. O. Crabtree, general sales manager of the company.

BIG A. E. A. SHOW UNDER WAY; 5,000 FILL COLISEUM

Exposition in Chicago Draws Thousands of Accessory Men

Special to the Automotive Daily News

CHICAGO, Nov. 9.—The largest and greatest automotive equipment association exposition in the history of the motor trade got under way here today with a bang. There were 5,000 dealers and salesmen present in the big Coliseum within an hour after the opening of doors.

Veterans of previous expositions were enthusiastic at the number

A. E. A. SHOW
Further news of the A. E. A. show, including the second of a series of descriptions of exhibits, will be found on pages 6 and 7 of this issue.

of the exhibits. Row after row of exhibits stretched down under the mighty dome which has housed numerous national conventions.

Activities, however, started last night, when the International Boosters' Club held an installation banquet at the Congress Hotel. The officers elected in the afternoon were officially installed for the coming year.

The new officers are: E. M. Sheridan, Chicago manufacturers' representative, chairman; Jack Cooper, Racine, Walker Jack Company, vice-chairman; Charles Foster, Boston, manufacturers' representative, secretary; J. E. Buckley, Kansas City, manufacturers' agent, treasurer.

East and West rivalry, an echo from the Democratic national convention, broke forth when the New York Boosters' Club marched into the banquet hall with a band singing the following words to the tune of "The Sidewalks of New York":

"East side, west side, all our gang is here."

Every one a booster, and we're known for our good cheer. We are all pals together, every one a sport,

Thirteen is our number, and we hail from old New York."

The Californians immediately replied with "California, Here We Come."

Not to be outdone, the Southerners countered with "Dixie." Each state represented was eulogized in song by the delegates.

The exposition will continue until Saturday night.

DETROIT AUTO CLUB HAS ELECTION TODAY

Special from A. D. N. Detroit Bureau

Detroit, Nov. 9.—Annual election of the Detroit Automobile Club will be held tomorrow, when five directors will be elected by the members. Nominees are: Judson Bradway, president Judson Bradway Company; Edward N. Hines, president Speaker-Hines Printing Company; William E. Metzger; J. G. Vincent, vice-president Packard Motor Car Company; Sidney D. Waldon.

Philadelphia R. T. Seeks Complete Control Over All City Transportation

PHILADELPHIA, Nov. 9.—An absolute transit monopoly in this city under the control of the Philadelphia Rapid Transit Company was proposed Friday by Thomas E. Mitten, chairman of the company's board of directors.

Appearing before City Council's Transit Commission, at a meeting in Mayor Kendrick's reception room, City Hall, Mr. Mitten outlined a plan of "co-ordination" of trolleys, buses, taxi cabs and city-built lines "almost entirely for the benefit of the community."

As an initial step in his program to get control of all transit facilities, Mr. Mitten told the commission the P. R. T. plans the purchase of "the largest taxi cab company operating here."

This is supposed to be the Yellow Taxi Cab Company, which has been in negotiations with the transit company for several weeks, according to reports.

Members of the commission who questioned Mr. Mitten after the presentation of his formal statement were told that under Mitten control of taxicabs the present rates of fare will prevail.

After the meeting Mr. Mitten declined to say when he expects to begin in the taxi cab business. He left the impression the present negotiations will bear fruit shortly.

Accompanied by Ralph T. Senter, vice-president in charge of engineering, and W. K. Myers, vice-president in charge of finance, Mr. Mitten attended the meeting and offered to take over operation of the Frankford, Tacony and Holmesburg trolley line, running over a six-mile route from Bridge Street and Frankford Avenue of Pouquessing Creek.

It was during his proposals in connection with this line, which is to be operated jointly by motor buses and trolleys, that the new monopoly plans were disclosed. This statement was accepted as confirming the reports circulated for several weeks that Mitten management has planned to take over the control of a taxicab company here.

"Co-ordination of taxicabs with motor buses and trolley cars," said Mr. Mitten, "is necessary at the present moment in order to accomplish what the city desires in the way of supplying service to the northeast; but co-ordination of taxicabs with motor buses and trolleys is much more necessary for its future effect, because if it is not done the normal increase in P. R. T. earnings, upon which the city must more and more depend for the support of its city-built subways, will be more and more eaten up by the constantly increasing use of taxicabs, which even now are seriously competing for the most profitable part of short-distance riding."

"Co-ordination of taxicabs with motor buses and trolley cars, when made to include the operation of city-built subways, will create a complete monopoly, but this will be a monopoly almost entirely in the city's interest, because the return allowed P. R. T. stockholders under the 1907 agreement is specifically limited, so that any extra earnings born of such a monopoly will be nearly, if not alto-

gether, available to help support city-built subways.

"This not only assures that all of the earnings from city passenger transportation go into the one pot from which the city's subways can be best supported, but under the 1907 agreement the whole of P. R. T. property—embracing taxicabs, motor buses and trolleys—will thus constitute a monopoly, not for private interest, but a monopoly almost entirely for the benefit of the community served, because, if the city will but make best use of the sinking fund now being provided from P. R. T. earnings for that purpose, the city can in 1957 free of cost secure control of taxicabs, motor buses and trolleys, which, with city-built subways, will then give to the city itself a complete monopoly of all forms of city passenger transportation."

At the offices of the P. R. T. Company it was admitted that the Yellow Cab Company is the "principal taxi-cab company" to which Mr. Mitten referred in his address to the commission. It was further stated that 200 new cabs have already been ordered to augment the present outfit of Yellow Cabs, and that these will bring the entire number up to 1,000. Within the next eight months the company expects to receive 500 more. P. R. T. officials explained that the Philadelphia Yellow Cab Company is an auxiliary to the New York company. J. S. McGuirk, president of the New York company has been in charge of operations in Philadelphia.

Philadelphia, Nov. 9.—An announcement was made Friday night that the Reading company has formed a \$1,000,000 corporation which is to operate motor coaches in Schuylkill county at first and over the entire Reading system eventually. The new subsidiary, which has been named the Reading Transportation Company, late Friday night filed with the Pennsylvania Public Service Commission an application for a certificate of public convenience authorizing the proposed bus service, which will be an auxiliary to the regular railway lines.

The new subsidiary, which has been named the Reading Transportation Company, filed with the Public Service Commission at Harrisburg an application for bus service which is to be an auxiliary of the Reading Railway lines. This action is in line with an announcement made last September that it proposed going into the motor bus business and served notice that it would protest against granting any motor bus certificates within its territory until a survey had been made of the field by engineers and officials.

Incorporators of company are officials of the Reading Company as follows: Agnews T. Dice, president; E. D. Hilleary, vice president; J. V. Hare, secretary; H. E. Paisley, treasurer; W. L. Kinter, general solicitor, and E. D. Osterhout.

OFF FOR CHICAGO. The photograph below shows the New York booster delegation just before leaving the Pennsylvania Station in New York Saturday for the A. E. A. Show at Chicago on the Eastern special train.



Seek Action on Highway Issue

Topeka, Kan., Nov. 9.—A poll of the members of the state Legislature to determine whether or not a special session at this time is advisable in order to pass upon a \$50,000,000 bond issue for highways has been decided upon by Gov. Ben S. Paulen following a conference with representatives of the state Chamber of Commerce. Legislators will be asked also what their feelings are with regard to submitting a constitutional amendment to the voters, taking control of state highways from county commissioners and giving it to the state Highway Commission.

Cadillac to Use New Alum. Alloy

Detroit, Mich., Nov. 9.—A new type of aluminum alloy casting for bearing caps, formerly used only in aviation engines, is now used by the Cadillac Motor Car Company on the three main bearing caps of its crankshaft.

Former practice was to use an alloy of aluminum with copper, which had the required stiffness, but needed to be reinforced with a steel plate. In the new practice a quality of aluminum known as Y-metal, with a mixture of nickel, copper and magnesium, is cast in a steel die instead of in sand, a far more accurate method. Afterwards it is heat-treated. In this process the caps are cast much closer to size, are more uniform and require less finishing, thereby reducing cost.

Today in the new Cadillac foundries the sand is carefully analyzed. Five different kinds of sand are required for work in the iron, aluminum, bronze and brass foundries.

Motor Dept. for Wash. Considered

Olympia, Wash., Nov. 9.—Reports are current here that a move will be made at the special session of the state Legislature, which convenes today, to create a state motor vehicle department which would handle all matters pertaining to motor vehicles, now handled jointly by the License, Efficiency and Public Works departments and by the state treasurer.

Proponents of the move for a motor vehicle department contend that at present the work of the license department and treasurer is being duplicated so far as book-keeping is concerned.

The new department, they propose, would handle motor vehicle and drivers' licenses, administration of traffic laws now handled by the Department of Efficiency and administration of Auto Messenger and Freight Traffic laws now handled by the Department of Public Works.

Virginia Gas Tax Shows Increase

Richmond, Nov. 9.—Gasoline tax collections by the state in September totaled \$374,957, an increase over September last year of \$66,546.

The total gas tax in Virginia for 1924 amounted to \$3,313,188, or only \$483,299 more than the collections of this tax for the first nine months of the present year.

The estimate of the gas tax yield by the motor vehicle commissioner for 1925 was placed at \$3,750,000. Already of this estimated total \$2,729,888 is in hand.

Should the General Assembly, acting on the suggestion of Gov. Elect Harry Flood Byrd, add an additional cent to the present 3-cent tax on gasoline, revenue from this alone will mean to Virginia about \$5,000,000 annually.

The gas tax is collected at only a nominal cost to the state of about 1-10 of 1 per cent. Of the tax, two-thirds goes direct to the state highways, with one-third apportioned to feeder roads.

ST. LOUIS CHEVROLET MEN ADOPT G. M. C. PLAN

St. Louis, Mo., Nov. 9.—The new General Motors retail time payment plan for selling automobiles was unanimously adopted by the Chevrolet dealers of St. Louis at a meeting recently at the Chevrolet plant.

The meeting, which was called by Frank A. Flint, president of the St. Louis Chevrolet Dealers' Association, was addressed by W. A. Bleck, who has charge of the workings of the plan for the Chevrolet Division of General Motors.

H. K. Bragle, regional sales promotion representative, discussed plans for the fall Chevrolet selling campaign.

Speakers at Annual Dinner of A. M. A. Auditorium Hotel, Chicago, Tonight



G. F. DISHER
President A. M. A.
Mr. Disher, who is a student of distribution, will talk upon the "State of the Automotive Equipment Industry."



A. H. ONTHANK
Chief of the Domestic Commerce Division of the Bureau of Foreign and Domestic Commerce.
Mr. Onthank is scheduled to talk on "Reduction of Sales Cost by Market Research."



PAT BARNES
Chief Announcer for Commercial Radio Broadcasting Station WHT, Chicago.
Mr. Barnes has for his subject "The Destiny of Radio in Advertising."

McKENNA DUTIES HAVE NO EFFECT ON U. S. EXPORTS

NEW YORK, Nov. 9.—Imposition of the McKenna duties by the United Kingdom, July 1, 1925, has had no adverse effect on our export trade thus far.

While in the first three months since the duties became effective United States exports to the United Kingdom have amounted to slightly less in value than in the corresponding period last year, the total export value of the goods affected by the tariff has been larger. Total merchandise exports for three months of 1925 under the tariff compare as follows with the corresponding period a year ago, when the tariff was not in existence:—

	1925.	1924.
September	\$90,334,345	\$96,663,462
August	63,099,426	65,686,655
July	57,737,703	56,596,140

Total

September	\$211,171,474	\$218,946,257
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The chief articles of our export trade affected by the McKenna duties are automobiles, silk and rayon hosiery and musical instruments, on which the duty is 33 1-3 ad valorem, with an imperial preference of one-sixth for goods produced within the British empire.

Details for the September trade are not yet available, but the total value of the tariff affected goods exported in July and August was 50 per cent larger than a year ago. Automobiles and dried fruit made the largest gains. Comparison follows:

	1925.	1924.
July and August	\$1,769,060	\$747,506
Automobiles	707,002	406,316
Dried fruit	747,310	776,242
Silk hosiery	2,941	11,438
Photographs	383,373	455,098

Total

July and August	\$3,609,296	\$3,396,599
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As for automobiles, the figures show that the American manufacturers of light and cheaper grades can hold their own in the English market. The record for two months is 2,633 cars, valued at \$1,769,060, against 790, valued at \$747,506, exported in the corresponding period of last year before the tariff was imposed.

AUTOMOTIVE ASS'N AT MILWAUKEE CELEBRATES

Milwaukee, Wis., Nov. 9.—The Milwaukee Automotive Dealers' Association will celebrate Friday the fifteenth anniversary of its organization with a party, in which are joining representatives from every dealer and distributing house in the city.

Among the guests are executives of automotive and allied industries from every section of the state.

Today's Standing in the Time Payment Poll

BALLOTS received to date from automotive dealers expressing their opinion as to what the maximum down payment should be and the maximum time for complete payments:—

	No. Votes.
One-quarter of purchase price	26
One-third of purchase price	655
One-half of purchase price	146
Eight months	24
Ten months	21
Twelve months	702
Eighteen months	80

Average per cent. of sales in which a used car is taken to cover first down payment, 72.

Financial News of the Automotive Industry

AUTO FINANCING LOST TO BANKS

Southwest Utilizes Facilities Offered by Motor Companies

KANSAS CITY, Nov. 9.—Automobile sales have made the best showing this year in the Southwest since the days of 1920, when the Federal Reserve Bank of Kansas City put a ban on the discounting of automobile paper. It has been a very good year in automobiles thus far.

Even with their abundance of funds, however, Southwestern banks have done little financing of automobile buying by the public. The growth of facilities for financing purchases through the automobile companies themselves helped to increase the sales. Then, too, there has been much road building with Federal aid, and the ownership of automobiles is therefore more attractive. And there is also the greater confidence of farmers, from which the automobile industry has benefited to a considerable degree.

Implement buying in increased volume reflects the encouragement farmers received from last year's extraordinarily high wheat market. It is doubtful if this territory ever had so much land in wheat as has been seeded this fall. Tools were purchased for this work and also to replace accumulated wants following the extreme frugality of farmers the last few years.

Bendix Earnings Above Dividends

Chicago, Nov. 9.—It is reliably stated that the Bendix Corporation will more than cover dividend requirements this year and it is believed that a small profit will be shown by the Bendix Drive division. The corporation is paying more attention, however, at present to expansion rather than to profits, having recently opened large manufacturing quarters at South Bend. Several new contracts have recently been completed for brakes with large automobile companies, and the management expresses no concern about orders, but rather about the company's ability to meet the demand.

St. Louis Car Co. Changes Control

St. Louis, Nov. 9.—The St. Louis Car Company, which manufactures steel buses and all type of passenger cars for traction companies and railroads, last week took the final steps in its financial reorganization by offering for sale \$1,040,000 new issues of 7 per cent. cumulative preferred stock. The interest of the late John I. Beggs, who died recently in Milwaukee, was purchased by Edwin B. Meissner, who gains control of the corporation through personal holdings of more than 51 per cent. of the common stock.

PINES' WINTERFRONT IMPROVES EARNINGS

Chicago, Nov. 9.—The Pines Winterfront Company will show a big increase in net earnings with the ending of the fiscal year next April, if business continues as at present, according to an announcement from that concern. Owing to the fact that the best season remains ahead, predictions are being made that every indication points to net far in excess of that reported last year. The company recently put on a night force to meet orders.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stale	High	Low	Close
62 1/2	47	3							
108 1/2	103 1/2	7							
54 1/2	26 1/2								
14 1/2	11 1/2	1							
44 1/2	27	1.50							
52	27 1/2	3							
55 1/2	44 1/2	4							
108 1/2	103 1/2	7							
15 1/2	10 1/2	8							
48 1/2	21 1/2	2							
9 1/2	7 1/2	2							
28 1/2	10 1/2	7							
75 1/2	60 1/2	4							
5 1/2	3 1/2	1							
12 1/2	12	54							
125	60 1/2	5							
28 1/2	10 1/2	7							
114 1/2	75 1/2	2.50							
38 1/2	28 1/2	7							
103 1/2	4 1/2								
149 1/2	64 1/2	6							
99	90	7							
114 1/2	102	7							
99 1/2	88 1/2	7							
26 1/2	12 1/2								
7 1/2	3 1/2	4							
101	92	7							
114 1/2	86 1/2	7							
108	103	3.50							
49 1/2	30	3							
139 1/2	33 1/2	3							
31	14 1/2	1							
24	13 1/2	50							
65	35 1/2	3							
21 1/2	12 1/2	3							
72	43								
74	41								
114 1/2	87	6							
4 1/2	3 1/2								
19	11 1/2								
242	117	6							
113	104	7							
106 1/2	99	7							
232	199								
22 1/2	10 1/2	1							
44 1/2	40 1/2	3.50							
35	18	2							
21 1/2	13								
42 1/2	26 1/2	8.50							
48 1/2	19 1/2	16							
107	103 1/2	7							
48	15	2							
33	17 1/2	1.40							
47 1/2	10 1/2								
100	43								
13	8								
36 1/2	15 1/2								
84 1/2	55	6							
89 1/2	61	6							
59 1/2	37 1/2	4							
89 1/2	33 1/2	4							
100 1/2	92 1/2	8							
104 1/2	67 1/2	4							
34 1/2	9 1/2	7							
115	72 1/2	7							
48 1/2	22 1/2								
100	90								
20 1/2	18	1.50							
29 1/2	19 1/2								
21	9 1/2								
1 1/2	.50								
78	67	6							
15 1/2	6 1/2								
47 1/2	30	20							
690	462	20							
42 1/2	16 1/2								
49 1/2	24 1/2								
72 1/2	61 1/2	4							
16 1/2	5								
24 1/2	15 1/2	1.65							
10 1/2	7 1/2								
5 1/2	3								
20 1/2	6								
12 1/2	4 1/2								
22	9								

NEW YORK CUB MARKET									
Sales	High	Low	Last	Sales	High	Low	Last	Sales	High
1680	Hood Rubber	71	67	70	600	Autobody	3 1/2	3 1/2	3 1/2
7400	Auburn Auto	56 1/2	52	55 1/2	5700	Edmund & Jones	13 1/2	12 1/2	12 1/2
3250	Bendix Corp.	36	34 1/2	34 1/2	1940	Federal Truck	45 1/2	42	44 1/2
3555	Cont. Motors	13 1/2	12 1/2	12 1/2	3175	Motor Wheel	25 1/2	22	24 1/2
29900	Hupp Motor	30 1/2	28	28 1/2	7842	Packard	47 1/2	45 1/2	46 1/2
4650	Reo Motor	27 1/2	25 1/2	25 1/2	7822	Packard	27 1/2	25 1/2	26 1/2
16545	Stewart-Warner	32 1/2	29 1/2	29 1/2	2160	Reo	27 1/2	25 1/2	26 1/2
1760	Yellow Truck	35 1/2	32	32 1/2	3912	Timken Axle	9 1/2	8 1/2	8 1/2

(The above table shows last week's stock movement, complete.)

Current Commodity Prices

STEEL PRODUCTS									
Semi-Finished—Gross Tons									
Billets, round
Billets, forging
Steel bars (hot rolled)
Plates (hot rolled)
Blue annealed sheets
Black sheets
Auto body
Handls
Cold rolled strip
Hot rolled strip
Pig Iron, Basic
Valleys
Eastern Pennsylvania
IRON AND STEEL SCRAP									
(Buying prices, f. o. b. New York)									
Heavy melting steel
Machine shop turnings
Cast iron borings
No 1 cast scrap
MILL PRODUCTS									
Base prices, cents per pound, f. o. b. mill									
High brass sheets
Copper, in rod
Zinc, spot, New York
Lead, spot, New York
Aluminum, virgin
SEAMLESS TUBING									
High brass
Copper
RODS									
High brass (round % to 2 1/2 in.)
Copper, rods, round
OLD METALS									
Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York									
Heavy machinery
New brass clippings
Auto radiators
Brass, heavy
Brass, light

Tire Stocks Soar On Business Done

New York, Nov. 9.—The recent strength in tire stocks is attributed in the financial district to the extraordinarily good business being done by the tire manufacturers. The record output of 454,000 automobiles is cited as evidence of this brisk activity, last month's production of cars requiring at least 1,816,000 tires. This, of course, does not count the spares. In addition, there is the demand from owners of 20,000,000 cars now in operation throughout the country. The boom in tire stocks is regarded as a logical development of the heavy business the companies are doing.

Trend of Prices For Auto Steel Is Still Upward

Pittsburgh, Nov. 9.—Firm prices which developed during the last week in the steel market affected full finished automobile sheets, some interests, such as the Youngstown Sheet and Tube Company, marking up 22-gage automobile body stock to \$4.50 per 100 pounds, from \$4.40. The new price represents an increase of \$2 a ton, and a gross advance of \$5 a ton within the last thirty days. Early in October, full finished sheet stock used principally in automobile body building was commanding 4.25 cents a pound, against the current 4.50-cent price.

Makers are operating their plants close to capacity and have sizable unfilled tonnages. Automobile interests have been especially active in inquiring for first quarter material, their inquiries covering all grades of sheets, as well as strip steel, light plates, merchant steel bars and plates. The Ford Motor Company has also been in the market for pig iron tonnages.

Steel companies are paying more and more attention to automobile business, which was formerly largely seasonal. Within the last several years, it has become more stable and now represents a considerable part of the gross production in the lighter materials.

Virtually all of the Mahoning Valley independents now cater to the automobile trade, but especially the Trumbull Steel Company and the Sharon Steel Hoop Company. Ford Motor is a heavy buyer of products of the Trumbull company at Warren. Stockholders of the Trumbull Steel Company will hold a special meeting tomorrow at Warren to formally ratify current financing. The necessary number of proxies has been received, guaranteeing such sanction, and the meeting is largely a formality. However,

BUYING OF MOTOR SHARES UNABATED

Reports of Earnings Spur Demand—G. M. Div. Action Awaited

DETROIT, Nov. 9.—Public interest in the shares of the automobile and truck companies shows little signs of diminution. Greater caution appears to have overtaken the general speculative public since the break in the middle of the week, after several issues attained new high values, but the buying continues.

The greatest interest centers in the meeting of directors of General Motors Corporation, scheduled for the early part of this week. At the close of last week the unofficial report was current that the extra distribution would be as high as \$4 or \$5 a share instead of \$3 as announced by Mr. du Pont before he sailed for Europe several weeks ago. As a result of this rumor, the common stock made a new high record, while du Pont stock also went into new high ground and became the market leader.

The unusual advance made in motor shares in the last few weeks has given rise to more talk of possible mergers in the industry. In one instance, that of Paige-Detroit, this gossip was denied by the president of the company. Executives of other companies in the merger gossip alignments have taken no official cognizance of the talk.

It is understood generally that active speculation in the leading motor shares was not based on this merger talk at any time, although some interests used it to further their plans.

The last week closed with a volume of good news regarding the industry. This was in the shape of third quarter earnings and those for the full nine calendar months, which showed a record condition in sales and net earnings of many companies.

Brokers continue to advise caution toward taking on commitments in motor stocks at present price levels. Margins have increased perceptibly. This has curbed speculation in a small way only. Many new fortunes have been made in these stocks, mainly by persons who never were in the market in former years.

For the tenth consecutive week an increase in employment was shown in Detroit industrial plants when the Employers' Association reported a gain of 199 for the week ended November 3. The present employment total is 72,000 above the same period one year ago.



Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY

Eastern Delegation Has Special for A. E. A. Trip

NEW YORK, Nov. 9.—In a 14-car special over the Pennsylvania Railroad, the Eastern delegation of manufacturers and jobbers left here Saturday for the convention of the Automotive Equipment Association in Chicago.

The genial Allie himself, otherwise Mr. A. Antkes of the James Martin Company, automotive equipment jobber, was on hand early to greet the arrivals. The fact that he had a train named after him and carried the responsibility of seeing that every one got the right berth on the right car did not seem to fluster him any.

Two diners are part of the train and after dinner tonight will be used as club cars.

A marked feeling of optimism and good nature permeated the crowd waiting for the hour of departure. Good business this year and bright prospects for next brought smiles to all faces when "shop talk" was entered on.

Jack Cooper of the Walker Manufacturing Company, and president of the New York Boosters, was an early arrival.

Also conspicuous among the first comers was G. I. Trilling of the Welker-Hoops Manufacturing Company. He had a cheery word for all, and was sure this year's show would be the best yet.

E. G. Clemenson, assistant sales manager of the National Carbon Company, was the picture of optimism as he posed for the camera. He thought the prospects

for the coming year were exceedingly bright, and stated that his business was running at least 10 per cent. ahead of 1924.

Two jobbers who are shortly to enter the matrimonial estate came in for considerable attention. They were Bozo Schwartz of the Auto Hardware and Equipment Company, and Bill Kandel of the Arkay Sales Company, and the two were induced to commiserate each other in a touching pose before the camera.

R. B. Davis, sales manager of the Raybestos Company, and S. C. Caswell, sales manager of the Federal Lamp Division, General Electric Company, spoke confidently of the outlook for the automotive trade. These statements, coming from representatives of companies making widely different automotive commodities, seem to indicate the general prosperity of the industry.

Charles E. McCabe, district manager of the A. C. Spark Plug Company, was not to be outdone by his fellows in speaking of business conditions. "Never better," was his summary of sales this year in his territory.

As train time approached, Allie was besieged by questioners asking about reservations, while the hubbub of greeting and conversation momentarily increased. The New England and New York groups of boosters contributed their share to this convivial confusion.

At the last minute a member was observed dashing excitedly around after a missing suitcase.



Allie Antkes



S. C. Caswell



R. B. Davis



Jack Cooper



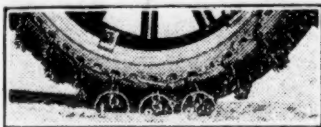
E. G. Clemenson



C. E. McCabe

Interesting Exhibits at A. E. A. Show

THE COLUMBUS McKINNON CHAIN CO.
Columbus, O.
(SPACE NO. 339-340)



Dreadnaught double duty chain.

Dreadnaught chains for balloons, high pressure cords and truck tires, besides the Dreadnaught double duty chains, comprise the exhibit of the Columbus McKinnon Chain Company of Columbus, O., at the A. E. A. show. This company demonstrates that putting on and taking off chains has been made easy by the special-Blue Boy fastener on Dreadnaught chains, which is easy to hook up. It draws up the slack and snaps the link in one motion. The device prevents the possibility of chains dropping off the wheels.

THE CARBORUNDUM CO.
Niagara Falls, N. Y.
(SPACE NO. 162)

A new article which is featured in its display at the A. E. A. show by the Carborundum Company of Niagara Falls is the special 325 auto stone. In the exhibit is also shown a complete line of carborundum wheels, grinders, auto hones, valve grinding compound and Alloxite cloth.

THE CENTRAL BRASS & FIXTURE CO.
Springfield, Ohio
(SPACE NO. 367-368)

Buckeye Bumpers finished in colors to match the colors of the different makes of automobiles are being featured in the display of the Central Brass and Fixture Company of Springfield, O., at the A. E. A. show. In addition to the round and double spring types, in colors, the company is exhibiting the Buckeye De Luxe Double Ear Bumpers and the Buckeye Bumpers in nickel finish. A complete line of front and rear bumpers for different cars is shown.

CANEDY-OTTO MANUFACTURING CO.

Chicago Heights, Ill.
(SPACE NO. 229-230)

Its regular line of drill presses, motor stands, burning-in machines, arbor and straightening presses, axle stands and steel horses are being exhibited at the A. E. A. show by the Candedy-Otto Manufacturing Company, Chicago Heights, Ill.

The motor-driven sensitive bench drill No. 29 is shown in actual operation. The drill is furnished complete with 1/4-horse-power vertical type, ball bearing motor, toggle type switch, extension cord and socket, belting and chuck.

CHAMPION SPARK PLUG CO.
Toledo, Ohio.
(SPACE NO. 46-47-48)

The Champion Spark Plug Company, Toledo, is confining its exhibits of the A. E. A. show solely to its spark plugs. The display is an attractive one and has caused considerable favorable comment.

COOPER MANUFACTURING CO.
Marshalltown, Ia.
(SPACE NO. 63)

The Cooper Dash Control and Special Cutout are featured in the exhibit of the Cooper Manufacturing Company of Marshalltown, Ia., at the A. E. A. show. This cutout is strongly built and is self-cleaning in its action.

CONTINENTAL PISTON RING CO.
Memphis, Tenn.
(SPACE NO. 180)

A complete line of compression piston rings constitutes an interesting exhibit which is being shown by the Continental Piston Ring Company at the A. E. A. show.

THE DAVIES-YOUNG SOAP CO.
Dayton, Ohio
(SPACE NO. 328-329)

The Davies-Young Soap Company is displaying its line of Buckeye Cleanser at the A. E. A. show. A bubbling machine, showing the sudsing qualities of the soap is attracting interest.

DEARBORN EQUIPMENT CO.
Kalamazoo, Mich.
(SPACE NO. 218-219)

In addition to their complete display of Dearborn equipment, a line of Chevrolet tools is being shown for the first time by the Dearborn Equipment Company, of Kalamazoo, Mich. The exhibit includes the latest in automotive tools and service station equipment.

DURKEE-ATWOOD CO.
Minneapolis, Minn.
(SPACE NO. 341)

The Durkee-Atwood Company, Minneapolis, is exhibiting its complete line of Rie Nie units, including fan belts, radiator hose, blow-out patches, friction tape, tire sundries, chemical productions (in cans) and Pedal Pants for Ford cars.

Keen interest is being shown in the Pedal Pants exhibit.

E. A. LABORATORIES, INC.
Brooklyn, N. Y.
(SPACE NOS. 11, 12, 13)



Autovox model vibrator horn.

The E. A. Laboratories, Inc., of Brooklyn, is exhibiting its entire line of automotive equipment, featuring particularly its hand and motor horns. Among those on display are the Autovox, Mileaway, Broadcaster and Mileaway, Jr. The Broadcaster unit is an electrically driven motor horn, with outside ball thrust adjustment bearing. It has a bracket for either dash or engine mounting.

ELITE MANUFACTURING CO.
Ashland, Ohio
(SPACE NOS. 177, 178)

Automobile and truck jacks, wrecking cranes and garage jacks are being exhibited at the A. E. A. show in two booths by the Elite Manufacturing Company of Ashland, O. The garage jack is a new product with the Elite, and is attracting considerable attention at the exhibit.

FEDERAL-MOGUL CORP.
Detroit, Mich.
(SPACE NO. 316)

The Federal-Mogul Corporation, Detroit, is displaying its leading products at the A. E. A. show, including the bronze-back babbit-lined bearings, die cast babbit bearings and bushings, bronze bushings and bronze washers, bronze castings, bronze cored and solid bars and babbit metals.

FITZGERALD MANUFACTURING CO.
Torrington, Conn.
(SPACE NO. 297)

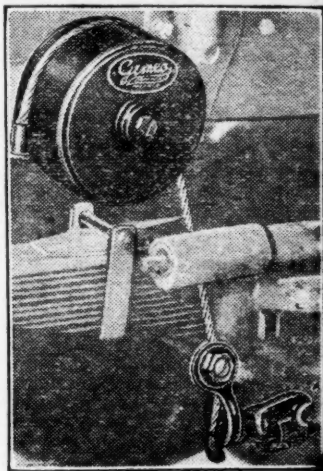
Its complete line of Never-leak bound edge cylinder head gaskets is being displayed at the A. E. A. show by the Fitzgerald Manufacturing Company of Torrington, Conn. The company is featuring its special manifold gaskets for popular makes of cars, shown for

the first time. The display is attractively arranged.

THE FULTON COMPANY
Milwaukee, Wis.
(SPACE NO. 62)

The Fulton Company, Milwaukee, is confining its exhibits to its Aermore exhaust horn, Perfection pedal pads, accelerator for Ford cars, Hudson's crank case repair arm and Copperhead service wrench. The company is featuring the Aermore Exhaust horn and demonstrating stand and its pedal pads for 1926 Fords.

GEMCO MANUFACTURING CO
Milwaukee, Wis.
(SPACE NOS. 284-285)



Gemco shock absorber.

As a feature of its accessory line, the Gemco Manufacturing Company, Milwaukee, is exhibiting its new Gemco shock absorber at the A. E. A. show. The officials of the company claim the absorber is of weather proof construction, and is the only one that employs the internal expanded coil clutch principle.

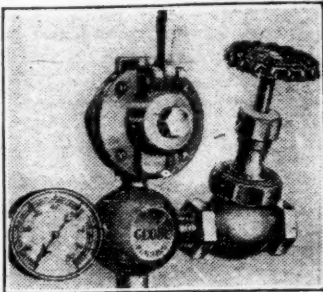
GLOBE MACHINE & STAMPING CO.
Cleveland, O.
(SPACE NO. 159)

The Globe Machine and Stamping Company, Cleveland, is displaying Globe Radiator shutters and tool boxes at its booth at the A. E. A. show. In addition, it is featuring its utility and luggage boxes and traffic signals.

GENERAL ASBESTOS & RUBBER CO.
Charleston, S. C.
(SPACE NOS. 29-30)

The General Asbestos and Rubber Company, Charleston, S. C., is displaying its complete line of brake lining, brake lining equipment, gaskets, packings, clutch facings, asbestos cloth, yarns and textiles and Ford transmission sets. It is featuring its new heavy duty brake lining.

GLOBE MANUFACTURING CO.
Battle Creek, Mich.
(SPACE NO. 179)



Globe Typhoon Kar Kleener.

The Globe Manufacturing Company is exhibiting for the first time at the A. E. A. Show its Globe Typhoon Kar Kleener. Another product attracting attention is the Simplex two-stage compressor shown in actual operation.

Why Are Battery Dealers Flocking to USL?

The Reasons

- 1—USL Initial Car Equipment
Means large volume replacement sales for the USL distributor.
- 2—USL Complete Line
Both a medium and low priced line of USL auto and radio batteries.
- 3—USL Quality
The quality which 10,000 USL dealers find easy to sell.
- 4—USL Low Prices
Meet all competition.
- 5—Convenient Source of Supply
There is a USL Central Distributor near you.
- 6—USL Exclusive Features of Constructions
Fumed lead oxides; machine plated plates; covers with moulded-in lead bushings.

2—USL Complete Line

There is a USL battery for every automobile and for every radio need.

Many battery purchasers want the best battery that can be built. "The moderately priced standard USL line is what they want."

With other purchasers price is an important factor. The full capacity, USL built Frontier line meets their needs exactly. USL distributors do not lose sales—because they have a USL guarantee battery at a price to suit every customer.

Write for details on the USL Franchise.

U. S. LIGHT & HEAT CORPORATION
Niagara Falls, N. Y.

USL Pacific Coast Factory USL Canadian Factory Australian Factory
Oakland, Calif. Niagara Falls, Ontario Sydney, N. S. W.

USL AUTO and RADIO Batteries

Displays of Equipment Attract Attention

GRATON & KNIGHT MFG. CO. Worcester, Mass. (SPACE NO. 217)

The Graton & Knight Manufacturing Company, Worcester, Mass., is featuring its new Spartan leather fan belt at the A. E. A. show. In addition, it is displaying its various fan belt units and its service cabinet for belts.

THE GATES RUBBER CO. Denver, Col. (SPACE NOS. 145-146)

The Gates Rubber Company, Denver, has an attractive display of Vulco-Cord belts in all styles and sizes. It is also featuring its fan belt merchandizer, its blow-out patches, radiator hose, car mats and fittall flaps.

L. H. GILMER CO. Philadelphia (SPACE NOS. 25, 26)

The L. H. Gilmer Company, Philadelphia, is exhibiting two new products at the A. E. A. Show along with its other units—namely, the Gilmer "46-26" transmission lining and the Gilmer SS-102-B Super-Service flat fan belts, both designed for use with the 1926 Fords.

GOODRICH-LENHART MANUFACTURING CO. Hamburg, Pa. (SPACE NO. 346)

Among the units displayed by the Goodrich-Lenhart Company are the Goodrich motor testing valve; wiring sets for Ford cars; brake shoes, lined and unlined; timers for Fords, and various types of cable.

ERNEST HOLMES CO. Chattanooga, Tenn. (SPACE NOS. 292, 293, 294)



Holmes garage press.

In addition to its regular line of wrecking and shop equipment, the Ernest Holmes Company, Chattanooga, Tenn., is showing for the first time its improved "V" tow bars, universal steering gear clamp and garage press. The tow bars are designed to give wider range of adjustment, more flexibility and increased strength.

The steering gear clamp keeps the front wheels of cars being towed straight ahead. The press is a two-speed, four to thirty ton

HASTINGS MANUFACTURING CO. Hastings, Mich. (SPACE NO. 86)

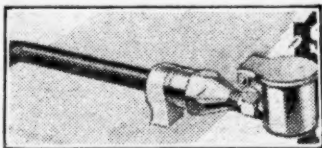
The Hastings Manufacturing Company, Hastings, Mich., is concentrating on a display of its Hastings real glass windows and Hastings piston rings. Among the latter are the Dubl-test compression rings and Hastings oil circulating rings.

THE HALL-THOMPSON CO. Hartford, Conn. (SPACE NO. 161)

The Hall-Thompson Company, Hartford, Conn., is exhibiting at the A. E. A. Show its complete line of enamels, tar and road oil remover, Wonder-brite liquid wax

polish, auto-gloss, nickel polish, aluminum finish and cushion dressing.

HARVEY SPRING & FORGING CO. Racine, Wis. (SPACE NO. 190)



Harvey spring oiler.

The Harvey Spring and Forging Company, Racine, Wis., is displaying, among other things, the Harvey spring oiler, a new product, and Harvey bumpers. It is also featuring its spring oils.

HAINES MFG. CO. Rochester, N. Y. (SPACE NO. 220)

The Haines Manufacturing Company is exhibiting its auto-shutter units, for the first time, its Kwik-way Bendix drive screw tool, its Crysta-Lites and its Rati-clips.

INDIANAPOLIS TOOL & MFG. CO. Indianapolis, Ind. (SPACE NO. 271)

The Indianapolis Tool and Manufacturing Company is exhibiting its entire line of differential gears at the A. E. A. show. It has arranged an attractive display of its I. T. M. units.

JAMES MOTOR VALVE CO. Detroit, Mich. (SPACE NO. 81)

The James Motor Valve Company, Detroit, is featuring its poppet valve at the show here. It has arranged quite an attractive display of merchandising and advertising features covering its proposed campaign for the coming year.

JUDD & LELAND MFG. CO. Clifton Springs, N. Y. (Space No. 106)

The Judd & Leland Manufacturing Company, Clifton Springs, is featuring its new differential oil pump, intended for smaller garages, Ford and oil service and individual car owners. It is also exhibiting its complete line of automobile tire pumps.

JOHNSON BRONZE CO. New Castle, Pa. (Space No. 291)

The Johnson Bronze Company display at the A. E. A. show includes its complete line of bronze bushings for the replacement trade—piston pin bushings, steering knuckle and tie rod bushings, generator and motor starting bushings and special miscellaneous bushings. It is distributing revised catalogue supplements which include all the recent car models.

JEFFERSON ELECTRIC MFG. CO. Chicago (Space Nos. 23, 24)

The Jefferson Electric Manufacturing Company, Chicago, is exhibiting its complete line of automotive equipment at the A. E. A. show. It is featuring the Jefferson Universal ignition coils, its Ford unit and combination tester, its automobile coil tester, and similar products.

KALES STAMPING CO. Detroit (SPACE NOS. 365-366)

The Kales Stamping Company, Detroit, is showing for the first time its new Kales tie-rod, new double mirror and "Q. U." mirror,

in addition to its other units. The tie-rod is for late model Fords and is installed by moving and replacing a single bolt of the headlamp bracket on each side. It is made of the pressed steel with heavy black enamel.

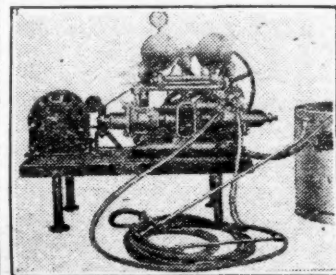
The double mirror is for open and closed cars and has an adjustability that affords two mirrors for the driver when desired.

The "Q. U." mirror is for both open and closed cars and gives vision all the way back. It may be clamped to the windshield frame or screwed to the header above the windshield of closed cars.

KANT-RUST PRODUCTS CORP. Rahway, N. J. (SPACE NO. 38)

The Kant-Rust Products Corporation, Rahway, N. J., is exhibiting at the A. E. A. show, among its various products, the Kant-Rust Junior and its complete lubricating service equipment. It has an attractive display of its products.

KELLOGG MANUFACTURING CO. Rochester, N. Y. (SPACE NOS. 19, 20, 21, 22)

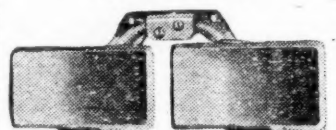


Kellogg car washer.

The Kellogg Manufacturing Company, Rochester, is using four booths at the A. E. A. show to display its line of engine driven tire pumps and automotive equipment units. It is particularly featuring its Bearcat model and its car washing equipment. The Bearcat model has a 1-3 h. p. motor, 16 gallon tank, automatic control and is completely equipped. The manufacturers claim it starts automatically at 120 pounds pressure and stops at 150 pounds pressure.

J. F. Weller, president, and J. D. Boucher, vice-president, and J. D. of sales, are attending the convention and are stopping at the Congress Annex.

KOKOMO AUTOMOTIVE MFG. CO. Kokomo, Ind. (SPACE NO. 65)



Kokomo dual mirrors.

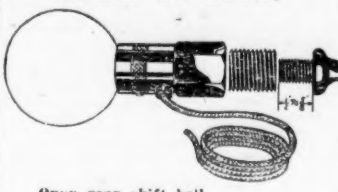
The Kokomo Automotive Manufacturing Company is featuring its windshield wing, made both in the Hoosier and Eagle models, its Kokomo mirrors, transmission lining and Kokomo checker. It is also exhibiting, among its new products, the Kokomo ventilator for closed car windows. The device is designed to be mounted at the top of the window and is constructed so that the tobacco smoke, foul air, etc., are removed through the suction created by the movement of the car.

KENNEDY MANUFACTURING CO. Van Wert, O. (SPACE NO. 369)

The Kennedy Manufacturing Company, Van Wert, O., is displaying its Kennedy all-steel tool kits in space 369 at the A. E. A. Show. It is featuring its new "K" line of tool boxes, which are being shown

for the first time this year. Its carpenter cases are also attracting wide attention at the show.

THE KINGSLEY-MILLER CO. Chicago (SPACE NO. 351-352)



Onyx gear shift ball.

Among the products being displayed at the A. E. A. show here by the Kingsley-Miller Company, Chicago, are the Monogram self-locking radiator cap, and the Onyx gear shift illuminated ball. These are being shown in various types and designs and colors.

THE K-D LAMP CO. Cincinnati, O. (SPACE NOS. 79-80)

The K-D Lamp Company, Cincinnati, is exhibiting its complete line of automobile headlamps, side lamps, tail lamps, spot lamps, stop lamps, parking lamps, and is featuring particularly its No. 760 driving lamp.

KEYSTONE REAMER AND TOOL CO. Millersburg, Pa. (SPACE NO. 168)

The Keystone Reamer and Tool Company, Millersburg, Pa., is exhibiting its reamers, taps, dies and small tools of all types and designs. It is featuring its line of reamers.

SPREADING "OIL"

Austin, Texas, Nov. 9.—Some fifty persons have been victimized through the sale of the right to operate a filling station by persons posing as the representatives of a large oil concern, the price obtained for "the right" being \$350. The station was supposed to be located at Wortham, Tex.

Additional lists of exhibits being displayed at the A. E. A. Show in Chicago will appear in the Automotive Daily News every day for the rest of the week.

Plant Equipment Shows Production

Special from A. D. N. Detroit Bureau
Detroit, Nov. 9.—The tremendous increase in motor car production this year has been reflected in an increase in plant equipment, the manufacturers of machinery used in the building of cars in all instances reporting a large percentage of increase in business over 1924.

Practically every automobile plant in the Detroit district has added to the conveyor systems, or power transmission machinery. These are the assembly lines over which the cars are carried without stop from the time the chassis frame is brought out until the body is placed on the completed chassis. Among the plants in this district which have added extensively to power transmission machinery this year are: Chrysler, Hupp, Hudson, Packard, Willys-Overland and practically all the General Motors units, including Buick, Chevrolet and Cadillac. The increase in sales of conveyors and allied types of machinery so far this year over last year is estimated at 45 per cent.

HAS 200 STATIONS

Chicago, Nov. 9.—The Apex Motor Fuel Company has gained a position as the largest independent oil company in Chicago, operating nearly 200 service and filling stations.

Waterloo, Ia., Nov. 9.—Eighty independent oil jobbers of the state attended a meeting of the Independent Oil Men's association at the Hotel Russell-Lamson here last week to discuss conditions of the industry.

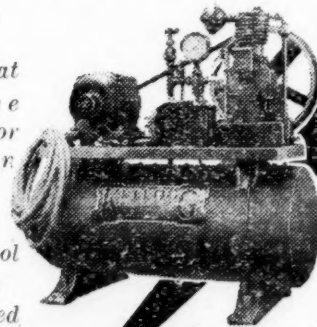
Minneapolis, Nov. 9.—With F. J. Norrie as general manager, the Pure Oil Company has established one of its marketing division general offices in Minneapolis at 10th and Nicollet. Five hundred employees of the company are located in Minneapolis.

A Factory Representative of the Improved Gauge Manufacturing Company Syracuse, N. Y. Will Be at the Congress Hotel During the AUTOMOTIVE SHOW

He will be present to meet the trade and give detailed information about the 20 fast selling auto accessories which his company manufactures.

Talk about Value!

Kellogg Bearcat 1-3 horse power motor 16 gallon tank Automatic control Completely equipped



The new Kellogg Bearcat model lives up to its name. It's a bear for punishment, heavy duty outfit requiring no tinkering or fussing. It automatically starts at 120 lb. pressure and stops at 150 lb. pressure. Best of all, it's easy to pay for and puts an air compressor within the reach of every man who runs a hot dog stand or gasoline station.

Kellogg Manufacturing Company
Rochester, N. Y.

\$149⁵⁰

Dealers in K. C. Report Public Buys Cheap Tires

KANSAS CITY, Mo., Nov. 9.—Many local tire dealers who formerly sold only nationally advertised makes are turning to "off brands" to meet competition since the recent rises in prices.

This is the outstanding development in the tire situation here, according to one of the largest dealers.

"The increases in prices have created a demand for cheaper tires," he says. "Motor car owners refuse to pay the advance. Off brands are available at lower prices. Dealers want to hold their customers so they supply them with the cheap tires, at the same time warning them that their mileage cost would be higher."

Dealers generally report sales as slow, with a continued gain in the repair departments.

W. M. Armour of the United Tire and Supply Company reports the tire business as sluggish with a big gain in the repair department. "Motor car owners are making their tires do as long as possible through repeated trips to the repair shop. 'Gyp' dealers, mail order houses and the time payment men now are doing the bulk of the tire business," Armour states.

A. W. Daily, of the Daily Tire Company, says his business has shown a big falling off in the last week. "We are having a hard time convincing motor car owners that prices will not come down soon. They are buying only as it is absolutely necessary and they often turn to off-brand tires to save the first cost. Our repair department, however, has shown a big increase in business. Business is far below what it was this time last year."

V. F. Soden of the Soden Tire and Battery Service reports a slump in business since the price increases, with motorists buying only as absolutely necessary. "Motor car owners snap up every used tire they can get hold of now," he said. "They are putting off buying new tires in every way possible, hoping for a drop in prices. Our repair department is doing a big business, but new sales are virtually at a standstill."

H. W. Kinsey, of the Kinsey Tire Company, is another that sees only "gloom" in the tire business. "Sales are few and hard to make," he said. "The repair business is excellent, however. Motor car owners are 'stretching their miles' and service calls away from the shop are increasing. A drop in prices would bring a rush of business—but I see none soon."

WACO

Waco, Tex., Nov. 9.—Three inches of rain all during one week put roads in central Texas into a sea of mud, and caused a slight drop in tire sales for the week, over that preceding. The sales aggregate was slightly below that of the same week last year. For the month of October, however, sales practically held their own with last year, which, due to a bumper crop and a dry fall, was the best on record in the tire industry.

Straight cords led fabrics and balloons in sales. In the truck line a number of sales of solid rubber tires were made. The percentage of this variety of sales was, however, very small.

The demand for tubes is not as strong right now as it was last week," one dealer said. However, this line was experiencing a good trade. On the

Tire Notes

MASON SALES MEET

Kent, O., Nov. 9.—The entire Mason sales organization was in Kent last week. C. H. Williams, vice-president in charge of sales, planned an instructive and inspiring sales conference which ended Saturday.

Every state in the union was represented at the meeting to discuss selling policies. The conference adjourned with the sales organization determined to make 1926 the greatest year in the history of the Mason plant.

QUIGLEY ELECTED

Memphis, Tenn., Nov. 9 (U. T. P. S.).—Peter J. Quigley of the Quigley Tire and Rubber Company has been elected president of the Memphis Tire Dealers' Association. Memphis will send a large delegation to St. Louis and extend an invitation for the 1926 national meeting.

TO ATTEND MEET

Evansville, Ind., Nov. 9.—George F. Ahlering, manager of the Auto Tire and Rubber Company, General Cord and Kelly-Springfield tire distributor, will attend the national meeting of the National Car Dealers' Association at St. Louis November 13.

NO RECEIVERSHIP

Columbus, O., Nov. 9.—The Common Pleas Court has dismissed an application for the appointment of a receiver for the Columbus Tire and Rubber Company. Business will be continued as usual by the company, an agreement having been reached with William E. Armacost, a stockholder, who had instituted the suit. Armacost is a former general manager of the company.

NEW TIRE BRANCH

Danbury, Conn., Nov. 9.—The Queens Tire Stores, Inc., of Queens, L. I., has leased a store at 76 White St. and will establish a branch of its business here immediately.

VOTE STOCK INCREASE

Massillon, O., Nov. 9.—At a recent stockholders' meeting at the offices of the company here it was voted to increase the original \$10,000 capital stock of the Hammond Rubber Company to \$25,000. R. C. Brandow is president of the company.

whole, the trend of sales in tubes corresponds with that of tires.

Balloon tire sales formed an average of about 20 per cent. of the total. One distributor reported that balloons were 30 per cent. of his sales.

The stock has been increased since the last report. Due to local crop conditions, however, local dealers' stocks are behind this time last year. The state-wide distributing house here, the Hicks Rubber Company, had a full stock on hand.

Sales have not been much affected by the increase in crude rubber prices. This is because most large local dealers had a old prices which had not yet been disposed of.

LAMBERT TIRE PLANT RESUMES OPERATIONS

Barberton, O., Nov. 9.—Following a slump in which its entire plant was closed the Lambert Tire Company is now operating at 50 per cent., with plans for an increase within a short time, officials have announced.

The plant was shut down following a large sale of crude rubber while the market was at its peak.

Cuy Collette, manager of the plant, said that the increase in the tire prices also reduced production. Several weeks ago the plant was working three eight-hour shifts, resulting in an overstock of tires and overcrowded distribution agencies.

SALES FORCE AT MEET

Portland, Ore., Nov. 8.—The entire sales organization of the Portland branch of the Mason Tire and Rubber Company attended the general sales conference at its factory at Kent, O. The party was composed of J. S. Bathrick, branch manager; E. M. Rusk, C. G. Lufkin, H. J. Sieberts, J. A. Gass and R. J. Boyd, salesmen. Catlin Wolfard, Pacific Coast manager, also accompanied the party from Portland.

Weeds, Straw Used in Making Synthetic Rubber

Long Beach, Cal., Nov. 9.—Weeds, straw and similar vegetation materials will soon be used in the manufacture of synthetic rubber and leather if the discovery made by A. W. Meir, local inventor, proves as practical as he asserts. Meir's discovery involves a chemical process on which he is experimenting in the direction of turning out tires from such materials. He prophesies that by his process tires can be put on the market at one-fourth the present price of real rubber.

Meir already has several automobile inventions to his credit. He is vice-president and general manager of the Automatic Spark Plug and Accessory Company here.

NEW PLANT ADDITION

Cudahy, Wis., Nov. 9.—The second step in the building expansion program of the Federal Rubber Company at its plant here was announced when the Siderits Construction Company was granted a contract for the building of an addition to the rubber mill to cost \$30,000.

FRANKLIN TIRE CO. AT ORRVILLE OPERATING

ORRVILLE, O., Nov. 9.—The Franklin Tire and Rubber Company, successor to the Wayne Tire and Rubber Company, has started operations here, it was announced by officials of the company.

The plant had been closed for two years. Orders are said to be sufficient to keep the plant in operation for some time.

Walter Kline of Columbus is the owner of the new organization. He secured a long-time lease on the plant from the industrial committee of the Orrville Chamber of Commerce.

Tubes will be made exclusively by the company at present. Later, according to officials, production of tires may be started.

ALDERFER AT L. A.

Los Angeles, Cal., Nov. 9.—J. M. Alderfer, president of the India Tire and Rubber Company of Akron, O., who attended the annual conference of Pacific Coast dealers of India tires at San Francisco, visited here as the guest of Frank T. Price, president and general manager of Nelson & Price, Inc., local India distributors. Alderfer wished to study the tire situation here, he said.

You Owe it to Yourself, Your Business, to Keep Abreast of the March of Events in the Automotive Industry by Reading the

Automotive Daily News

How important is your business? If your aim is set for the highest possible business accomplishment it is essential that you know all about the affairs concerning your industry and you should know them today.

All the News of the Automotive Industry While It Is News

The Automotive Daily News, the industry's new and only daily newspaper, affords its readers immediate news service relative to every line of endeavor in the automotive field. It gives you the latest and up-to-date list of prices.

Accessory, tire and battery information and service. A stock, bond and financial service. Manufacturers' schedules. Wholesale and retail sales helps. In fact, everything of interest in the industry which will have a possible bearing upon your own business growth.

"The Automotive Industry's New Right Hand Man"

Thus the Automotive Daily News is acclaimed by hundreds of leaders in the automotive field. This newspaper has no axe to grind and its editorial policies are unbiased and absolutely honest. It supports and advances the industry as a whole—working with all agencies for its

welfare. With hundreds of representatives scattered throughout the country and conducted by national authorities in every division of the whole automotive field, the Automotive Daily News can and does promise you news that is reliable and authoritative.

Enroll Now!

Join With Thousands of Other Men of the Industry Who Are Starting the Business Day by Reading The Automotive Daily News. Fill in the coupon and mail today so that you will not miss a single issue.

AUTOMOTIVE DAILY NEWS,
1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below:—

- ☐ 1 year at \$12.00
☐ 6 months at \$6.00
☐ 3 months at \$3.00

I enclose \$..... or I will send \$..... upon receipt of bill.

Name.....

Street.....

City.....

State.....

Connection in industry.....

THE NEWMARK, Inc.
RISK BUILDING
250 West 57th Street, New York City
AUTOMOTIVE ADVERTISING

Cash Prizes Bring Names of Many Prospects

Distributor Enlists Aid of General Public

A METHOD of finding new prospects for the various dealer firms handling the Willys-Knight and the Overland line in the southeastern territory, and which also serves the double purpose of uncovering many new prospects for the retail department of the Atlanta branch, has been used very effectively of late by the southeastern branch of Willys-Overland, Inc., 414 Peachtree St., Atlanta, Ga.

The idea which this particular method involves can hardly be described as a new one, for other dealers and distributors elsewhere have in past used a plan that is of a kindred nature. But on the other hand there are certain points about this plan that are somewhat different, and, furthermore, it is here possible to present something in the way of tangible facts and figures to show what the plan has actually accomplished.

What It Is

Briefly, the method that is being used to find these new prospects comprises nothing more or less than the awarding of a cash bonus to whosoever may furnish the company with the name of that prospect—providing, of course, that this information results in a sale.

Now, at first thought, you will doubtless say that there is nothing new about this method at all, and to a certain extent you will be correct. But as stated above the thing is "being done here in so thorough and effective a manner that it is really worth talking about, while at the same time it is being somewhat more extensively conducted than most dealers or distributors using such a plan have attempted in the past.

Where such a method as this has been used by other firms it has usually been the custom to confine the operation of the plan to a very limited territory, covering, in fact, only retail business in the dealer's own local territory. Furthermore, the usual amount of money given for the names of new prospects secured in this manner has not been sufficient to interest many persons in looking for them, hence the plan has not always worked as successfully as it might.

Covers Large Field

Wherein the Willys-Overland plan as used in the Atlanta territory differs from the others is in the size of the field that is being covered and in the amount that is being given to those who supply the names of these prospects.

In the first place, instead of giving the party supplying the prospect's name a dollar or two for his or her effort, this distributor is giving a bonus of \$5 for each such name, providing, of course, that a sale actually results. This is sufficient to interest most any one desirous of earning a little extra money, and since the plan has been in effect it has resulted in the receipt of hundreds of names of prospective buyers of automobiles from every part of the southeastern territory. In fact, the number of such names that reach the Atlanta branch with every day's mail is really remarkable, and it is interesting to note in this connection that one young man alone in South Georgia has already sent in the names of six prospects, to two of whom a south Georgia dealer in that community has already sold cars at the present writing.

Good Results

Naturally, of course, all of the names thus obtained could hardly be classed as prospective buyers in the true sense of the word, but the success of the method has shown that a sufficient number of them ARE in the market to make the effort involved well worth while and the money spent in obtaining these names a really

Taking an idea that many dealers have used before, the Atlanta branch of Willys-Overland adapted it to its own use in an unusually thorough and effective way. The branch has enrolled hundreds of people to find prospects for itself and its dealers. You'll be interested in reading how they have induced so many persons to try and win the cash prizes they offer for names of likely prospects.

good investment. Furthermore, the Atlanta branch is thus building up an excellent mailing list that will not only be used for direct mail advertising out of the Atlanta branch, but is also providing names to the various dealer firms in the towns and communities where these people live, so that the dealer can continue to work on them until they either buy or cease to be prospects.

First, to interest people in taking part in this plan, and thus becoming, as it were, salesmen for the company, an advertisement is being published in various southeastern newspapers, which is headed:—

\$100 FOR YOUR SPARE TIME!

As will be noticed in the advertisement which is reproduced in connection with this article, it does not state the purpose of the plan at all, but merely asks those who may be interested whether or not they may wish to sell this company their spare time. "Nothing to sell; experience unnecessary; pleasant and profitable work for men and women." And as such an offer looks enticing to the average person desirous of augmenting his income, many respond, and hundreds of these coupons are received from all over the southeast, where these advertisements are appearing.

On receipt of one of these coupons the sales department of the Atlanta branch will dispatch to the name and address of this party a letter fully explaining the idea, together with a number of the postal cards similar to the one reproduced herewith, stating that the company will pay \$5 to any person supplying the name of a prospective buyer, providing this prospect is sold a car. The card, as will be noted, asks merely for the name of the prospect, his or her address, the telephone number, and with blank space for any remarks that the sender of the name may desire to make. And then, of course, space for the name and address of the party sending in the name, that he or she may be credited with the sale if it is ultimately made.

Names Sent In

A fair percentage of those who fill out this coupon and receive these cards will send in the names of one or more prospective buyers, while in some instances one person will send in the names of half a dozen or more prospects.

If the prospect sent in resides in Atlanta or in one of the Atlanta suburbs, the deal will be handled by the retail department of the Atlanta branch, and at the

\$100 For Your Spare Time!

Sell us your spare time. You can easily make each hour bring you extra dollars. Nothing to sell. Experience unnecessary. Pleasant and profitable work for men and women.

It costs you but a two-cent stamp to learn about our plan that will put dollars in your hand.

Clip the coupon below, and mail today.

WILLYS-OVERLAND, INC.,
414 Peachtree St., Atlanta, Ga.

Gentlemen:
Tell me all about your SPARE-TIME MONEY-MAKING PLAN. I'm interested.

Name..... Street.....

WILLYS-OVERLAND, Inc.
ATLANTA BRANCH
414 Peachtree Street
By 2640

Will cheerfully forward you a check for \$5.00 if we are successful in selling your prospect a new or used automobile.

Prospect's Name.....

Address.....

Telephone.....

Remarks.....

Your Name.....

Address.....

Phone.....

The New Sixes Are Here

ESSENTIAL parts of the prospect-finding plan worked out by the Atlanta branch of Willys-Overland were the advertisement and the postcard reproduced here. The advertisement appeared in newspapers throughout the territory served by this branch and induced hundreds to write in asking for details of how to make money in their spare time. They were then sent several of the postcards on which they merely jotted down names of acquaintances who they knew were in the market for a car. Five dollars was paid for each name that led to a sale.

daily sales conference that is held each morning, T. B. Hermes, retail sales manager, will supply each man with a certain number of these names. It will then be his duty to work on this prospect until the sale is ultimately made or it is found out that he, or she, is not really a prospective buyer.

It is interesting to note that in one instance a sale of a new Overland car was actually made in less than one hour to a certain prospect after his name had been received by mail. While the party who sent in this name also sent in four others, all of whom have proven to be good prospects; and people, too, who were not on the "prospect" list prior to the receipt of their names in this manner.

Dealers Make Sales

In the event that the name sent in is in some town or community outside the jurisdiction of the retail department of the Atlanta branch, this name with the full details will be sent at once to the dealer in that locality, and it will henceforth be his duty to handle the matter. Since the plan has been in vogue sales have been made by dealers to prospects secured in this manner in south Georgia, in North Carolina, in north Florida and in central Georgia, while names of prospects have been supplied to the dealer firms in every part of

Used Car Mart Starts Club Purchasing Plan

THE Danbury, Conn., Used Car Exchange, Charles S. Joyce manager, announces a club plan of purchasing used cars to be put into effect immediately. It is based upon the Christmas club idea, popular with hundreds of people, who make deposits in banks throughout the year and at Christmas time receive checks for the amount of their deposits. This innovation is expected to have the effect of stimulating largely the sale of used cars upon practically a full cash basis.

The announcement of the plan says:—

"By beginning at this time of the year it will only be necessary to pay down a small sum

the southeastern territory—names secured from the great corps of citizen salesmen the Willys-Overland branch now has working for it and its dealers in this part of the country.

In case a prospect is secured from a locality where there does not happen to be a dealer firm, the deal will be handled by the branch by mail or telephone.

each week in order to make the full down payment on your car by next April.

"For instance, a car costing \$300 would only cost you \$6 per week, and by April 1 full down payment would be completed.

"Our stock of cars in all makes and styles is the largest in this section of the state, and if you decide to take advantage of our club plan we will see that the car you decide on will be thoroughly gone over and cover furnished and stored free for the winter.

"The good will and hearty co-operation which this exchange has built up, after selling used cars for the past year and a half, stand squarely back of you, and you can hand your money to us with the same amount of trust and security that you would feel if you were placing it in your favorite bank."

Plan Helps Sales To Farmers

W. J. Birrell, of the W. J. Birrell Motor Company, dealers in used Fords exclusively, has worked out a sales plan that has made his used car business probably the largest in Kansas City.

"We specialize in sales to farmers in a 100-mile radius of Kansas City," Mr. Birrell said.

"In virtually every community we have a farmer who represents us. The fact they are 'motor car salesmen' is not generally known, but when they get a prospect they either inform us or bring him to our salesroom. They get a straight commission on all sales from their customers.

"We find this system brings us a large number of sales—new business we would not be able to get otherwise."

My Easiest Sale

"The easiest sale I ever made," says Mrs. Clara Craft of the Cedar Rapids Hudson-Essex Company, "occurred in this way:—

"One afternoon a man walked into the office and asked if this was the place where they sold the Hudson coach. On being told that it was he asked the price, and then said: 'Have one ready at 6 tonight, with a full set of bumpers and a spare tire.' At 6 that evening we made a cash delivery of the coach."

Business Romances in Our Industry

HISTORY of the Studebaker Corporation of America dates back to the establishment of the firm of H. & C. Studebaker, blacksmiths and wagon builders, in South Bend, Ind., in 1852. Henry Studebaker, aged 26, and Clem Studebaker, aged 21, began their business with a capital of \$68 and two forges.

The father of these two brothers, John Studebaker, was originally a blacksmith in Adams county, Pennsylvania. In 1835, he took a notion to go west, and set out in a covered wagon of the Conestoga type, which he built himself. He settled east of the town of Ashland, O., built a home and a wagon shop and began the manufacture of more wagons of the Conestoga type.

The boys were early put to work in the shop and learned the blacksmithing and wagon trades. In 1850, Henry and Clem departed for South Bend, Ind., and later set up their business. There John joined them at the age of 19, but soon left for California, where the urge of the gold rush called. Returning with \$8,000 to South Bend, he provided the necessary capital to begin manufacturing on a larger scale.

From that time on the Studebaker business continued to grow and the reputation of its wagons spread far and wide. Late in the

last century the Studebaker Bros. Manufacturing Company, as it had been named in 1868, had become one of the country's largest builders of horse-drawn vehicles.

In 1897 the minutes of the company show that experiments for the design of a horseless vehicle were authorized. In 1899 the company was building bodies for electric carriages manufactured by another company. The company's work with gasoline cars began in 1904, when a contract was made with another company to manufacture car and truck chassis.

In 1908 a contract was made for certain sales rights for the E. M. F. car, which was being made by the Everitt-Metzger-Flanders Company. In 1910 this company was merged with Studebaker.

The Studebaker Corporation was formed in 1911, and in 1912 a new line of cars was introduced under its name. The success of these was such that all horse vehicle business was dropped in 1919.

The present plants of the company are located in South Bend, Detroit and Walkerville, Canada. They occupy over 200 acres and have a production capacity of about 200,000 cars a year.

Old John Studebaker died in South Bend in 1877, and the last of the brothers died in 1917.

Personal Paragraphs

EVANSVILLE GAINS HANSON

Evansville, Ind., Nov. 9.—Harry Hanson, for the past three years automobile dealer in Washington, Ind., has been appointed general manager of the Hall-Hagans Chevrolet Company, local Chevrolet dealer. Virgil Hughes, former manager, has been made head of the accounting department.

GRIEFEN IN NEW FIELD

Chicago, Nov. 9.—R. S. Griefen, formerly sales manager of the Magnetic Motors Corporation and more recently a Buick dealer in Iowa, has just embarked in the oil burner business. He has accepted the position of Chicago district sales manager of the W. B. Wilde Company, a Peoria concern.

COLE WINS CONTEST

Spokane, Wash., Nov. 9.—The sales contest staged by the Eldridge Buick Company here has been won by Richard Cole. Eleven salesmen participated. A radio set was awarded for the greatest number of sales.

RUSKIN WITH BASHAW CO.

Cleveland, O., Nov. 9.—O. W. Bashaw, president of the Bashaw-Oakland Company, has just announced the appointment of H. A. Ruskin to the sales force.

ADKINS REJOINS DEALER

Columbus, O., Nov. 9.—L. B. Adkins has returned to the sales organization of E. H. Huffman & Sons, Hudson-Essex dealers, after a short period with another automobile concern here.

SANDERS PROMOTED

Portland, Ore., Nov. 9.—A. M. Sanders, high point salesman for the Howard Automobile Company, Buick distributor, has been appointed one of the wholesale representatives for the Oregon and southern Washington territory.

DENCHEL SELLING HUPPS

Milwaukee, Wis., Nov. 9.—Walter Dencel has joined the sales force of the Kraatz Motor Company, Hupmobile dealer.

NAVIN NOW MANAGER

Seattle, Wash., Nov. 9.—W. E. Navin, veteran automobile representative here, has just been named sales manager of Central Chevrolet, Inc., 907 East Pike St.

TEMPLE TURNS HUNTER

Chicago, Nov. 9.—Lake Temple, sales manager of the Midway Corporation, Hudson and Essex dealer, is on a hunting trip to Beardstown, Ill.

DORLEY IN NEW POST

Boston, Nov. 9 (U. T. P. S.).—Arthur J. Dorley has just been appointed used car manager of the Utterbach - Gleason Company, distributor of the Kissel. He is well posted on the used car market in New England.

ALEON VISITING DETROIT

Evansville, Ind., Nov. 9.—Edwin W. Aleon, manager of the Rickenbacker dealership here, departed for Detroit Saturday to visit the Rickenbacker Motor Company plant.

DEALER DOINGS

LOEFFLER ADDS HUDSON

Buffalo, N. Y., Nov. 9.—The Hudson-Essex Company has appointed the Loeffler Motor Company of 673 Fillmore Ave. city dealer. Percy A. Lee and Leon D. Sweeney have joined the Loeffler sales organization, which is now housed in rebuilt and enlarged sales and service buildings.

NEW VERMONT DEALER

Burlington, Vt., Nov. 9.—H. H. Shelters, who has been employed here as salesman for Oldsmobiles, has taken over the sales and service Oldsmobiles in this territory through W. C. Landon & Co. of Rutland, distributor for northern Vermont. He will do business at 13 Center St.

TO SELL STEARNS-KNIGHT

Youngstown, O., Nov. 9.—The Stearns Motor Sales Company has appointed the Diebel Motor Sales

as associate dealers for Stearns-Knight cars. The latter's sales quarters are at 230 West Rayen St., but a new sales room will be opened later on Market Street.

BREAKS SALES RECORDS

San Antonio, Tex., Nov. 9.—All its previous records for a single month in Buick sales were broken in October by the San Antonio Buick Company, which sold 78 new cars.

1,000 AT HOUSE WARMING

Milwaukee, Wis., Nov. 9.—The Hokanson - Thompson Company, Oakland and Peerless dealer, played host to more than 1,000 persons at a week-end housewarming party in its sales rooms.

SELL TO SCREEN ACTORS

Glendale, Cal., Nov. 9.—Sale of ten Overland two-door, four-cylinder sedans in the past two weeks at the Mack Sennett studios has just been announced by the Cate Motor Company. The purchases were all made through individual employees and were based on one initial sale to an actor.

Improvements

DAVIS BRANCH MOVES

Chicago, Nov. 9.—The Davis Motor Car Sales Company, operating as a Chicago branch of the George W. Davis Motor Car Company, has taken possession of its new sales and service station at 2530 South Michigan Ave.

INCREASES SALES SPACE

Monmouth, Ill., Nov. 9.—W. W. Thompson of the Thompson Oakland Sales Company, has taken over the remainder of the building at 918 South Main St., occupied by the company, and is remodeling it for sales and accessory store use.

GARAGE NEARLY READY

Canon, O., Nov. 9.—The new garage of the Rogers Motor Car Company, Hudson-Essex dealer here, is now under roof and the interior is being rushed to completion to permit occupancy by December 1.

Out on the Coast

By John C. Wetmore

Los Angeles, Nov. 7.—Before going further with my recollections of early track racing around



New York, it will not be out of place to tell the youngsters of the industry that the managerial activities of Alfred Reeves were not always confined to the national trade associations, the N. A. C. C.,

now, and before that, to the American Motor Car Manufacturers' Association. Al had his first schooling as a manager in the bicycle racing game. In 1898 he was a partner of "Senator" Morgan in the Ambrose Park cycle track down at Bay Ridge. As such he went to Europe and brought back a galaxy of foreign stars for Ambrose Park and managed their tour of the United States. Later that year he managed Newby Oval, at Indianapolis, for A. C. Newby of the Diamond Chain Company, later owner of the ancient and honorable National Motor Vehicle Company, now deceased, and still later ran the Manhattan Beach cement cycle track for J. A. Blaurock.

In early motor car days Reeves had much to do with the indoor bicycle races at Madison Square Garden. As such he came in frequent business contact with the greatest show and theatrical manager of those days, Frank W. Sanger, who owned the Empire Theater and managed not only Madison Square Garden, but the Metropolitan Opera House. I remember the late Mr. Sanger once saying to me:—

"All has in him the makings of a great executive and manager. He has the carriage confidence and ability to tackle any job in management. I fully believe that were James Gordon Bennett to cable him to manage the Herald he would light a cigar, get on the job without fear and run the paper well. I know he could manage Madison Square Garden and (with a smile) run the Metropolitan Opera House, too."

In those early newspaper days of his Reeves had a fly at the trotting game as manager of the New York Speedway Association which gave amateur trots on the old New York Speedway along the Harlem. Knowing Al in this way James Butler set him to work promoting the early auto races at his Empire City trotting track. He made so good at them that Dave Hennen Morris and his brother Hennen handed over Morris Park to him to run as a motordrome. Incidentally the Brighton Beach meets were run at different times by "Tom" Moore and John R. Eustis, later motor truck editor of the Evening Mail and now manager of New York's Automotive Service Association and editor of its journal.

Circular course racing on a really big scale began with the conversion of Morris Park—New York's great mile-and-a-quarter racing track—into an "autodrome." Racing began on May 22, 1905. Two new stars in the motor speed firmament flashed across the sky—won in 52 4-5 s. Webb, who they first went against one another in mile trials. Louis, in a Fiat, won in 54 4-5 s. Webb, who drove a White Steamer, could do no better than 53. They met again in the three mile free for all, Chevrolet winning in 2 m. 51 4-5 s. That day for once Barney Oldfield was outclassed by Chevrolet and Webb as a star feature—and was beaten besides in his Green Dragon by Basle in a Mercedes in 6 m. 6 4-5 s. for the 5 miles. At the next Morris Park meet on July 3 and 4, 1905, Webb Jay turned the tables on Louis Chevrolet, beating him at 4 laps (5.56 miles) in 5 m. 6 4-5 s. Walter Christie, he of the well remembered front-drive Christie, led for a mile and a half, when a puncture put him out of the running.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

AGENTS

AGENTS AND DEALERS WANTED to take orders for fastest selling gas saving device on market; sold on "no deposit free trial" to Ford, Dodge and Chevrolet car owners; every one is wanting one. Write for particulars, Apex Sub-Carburetor Co., Indianapolis, Ind.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.
6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.
EXPERIENCED automotive electrician wants form active partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

BUSINESS OPPORTUNITIES

HAVE excellently located electric service station for sale. Manufacturing takes all my time. A snap for somebody. Write Rasmussen Electric, Fresno, Calif.

FOR SALE

FOR SALE—Patents and copyrights on several successful appliances for testing automobile electrical devices. Box No. 49, Automotive Daily News.

SALESMAN

SPECIALTY JOBBERS and salesmen are doing a nice business with THEFA-ARM the only inexpensive device that DOES protect accessories, tools and wardrobe besides the automobile itself. Write Rasmussen Electric Mfg. Co., Fresno, Calif.

INCORPORATIONS

OHIO

Columbus, O., Nov. 9 (U. T. P. S.).—New automotive firms granted Ohio incorporation are: Roffman Rim Corporation, Cleveland, \$100,000, Harold R. Roffman, M. Newberger, Joseph Moldaver, Anna Miller and B. Feldman; to manufacture and deal in automobile rims, wheels and accessories; 354 Erie Building.

Williams Bros. Radiator Co., Toledo, \$10,000; to deal in auto fenders and radiators; Samuel A. Siegmann, Myer and Julius Geleerd, Harry Silverman and Sam Williams.

American Traffic Control Company, Toledo, \$10,000; to manufacture auto traffic signal lamps; John W. Pepple, John A. Gibson, A. M. Knapp, Russell Sanburn and Mrs. Lulu M. Norton.

Toledo Paige-Jewett Company, Toledo, \$20,000; to act as dealer for Paige and Jewett motor cars; Joseph O. Eppstein, Edward D. Murphy, Ira R. Cole, Leo Krawetz and F. Hammersmith.

WASHINGTON

Olympia, Wash., Nov. 9.—A new Washington incorporation is that of the Seattle Tire Company, Seattle; \$50,000; John L. Makeever, Mabel G. Holby and Fred Slater.

NEW JERSEY

Trenton, N. J., Nov. 9.—New incorporations in New Jersey include the following:

Auto Parts Company, Inc., Newark, \$125,000; to deal in automobiles and accessories; Benjamin Krug, Katherine Krug and Morris Krug.

Refinulator Corporation, Plainfield, \$100,000; to deal in automobiles and accessories; A. L. Johnston, John T. Mascuch and Joseph J. Mascuch.

Northern Valley Coach Company, Cresskill, \$25,000; operate in North Jersey.

UTAH SHOWS INCREASE

Salt Lake City, Utah, Nov. 9.—Motor vehicle license plates this year in Utah have reached the total of 90,000, nearly 10,000 more than last year.

Opportunity

knocks for everyone
in our business
opportunity column

A Business Opportunity Ad in the AUTOMOTIVE DAILY NEWS brings quick response.

READ FOR PROFIT
USE FOR RESULTS
5 CENTS PER WORD

Automotive Daily News

1926 BROADWAY, N. Y. C.

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Chevrolet Motor Co.
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